

The Sea Coast Echo

The County Paper.

SUBSCRIPTION \$2 PER YEAR—ALWAYS IN ADVANCE.

BAY ST. LOUIS, MISSISSIPPI, SATURDAY, JANUARY 30, 1926.

"THE ECHO" SUBSCRIPTION CONTEST MEETING WITH UNQUALIFIED SUCCESS

ECHO CONTEST IS WAXING WARM AND OF MUCH INTEREST

Contestants Find It Easy to Sell Subscriptions to Popular Paper—The Ford Car, Diamond Ring and Radio Prizes Easy to Win. Interest Manifested.

Anybody has a chance to win one of these valuable prizes. The Sea Coast Echo's Big Prize Automobile Circulation Campaign has started off with a BANG and a ZIP that has echoed over the entire country side.

Already names of many prominent people have been nominated by their friends, who feel that the plentiful prizes offered by The Sea Coast Echo are the greatest ever made in this section.

We have been here for the past thirty-five years, and are here to stay, and are on our toes, ready to boost and build any project that comes within our bounds. When any movement is offered to Bay St. Louis, Hancock or the whole of our State, you will always find us on the ground to put a shoulder to the wheel and boost it over the top. We have friends all over the county that are anxious to see us make a success of this campaign, and we are offering to our readers a progressive, live and up-to-date newspaper, and solicit any suggestion and news from all who inhabit our territory.

In choosing our awards, we believe we have placed before all ambitious candidates prizes worth while. The Ford Sedan, purchased from the Edwards Motor Company, is one of America's most coveted automobiles and noted for its efficiency, economy, durability, as well as beauty and grace. It is a prize you will be proud to own, so it is little wonder that competition exists between the live wires who are vying with one another for high honors in our great campaign.

The beautiful diamond ring, purchased from the Bay Jewelry Store, of which G. E. Temple is proprietor, and the Crosley radio, purchased from the Coast Electric Company, Bay St. Louis, are prizes well worth striving for.

The public has read and re-read the details of this wonderful array of gifts and the general liberality of The Sea Coast Echo, and it has become the topic of conversation with all, so there is no wonder at the enthusiasm now prevailing among those who have set their hearts on winning the first grand prize, or one of the other handsome awards.

So far in the campaign those who have started in quest of high honors have reported an excellent response on the part of the people. The Sea Coast Echo is the leading weekly paper of the county, the official paper of the county and city, and it gives more news and later topics of interest to our people than any other. These are the things that make your success assured. It certainly is not to ask to sell the people an article that they do not really want.

In this week's paper names are announced of candidates who have been nominated by their friends. Those nominated were chosen by their friends with the idea that they could make credible showing in the race for high honors that would in the end bring not only a beautiful and serviceable automobile but fame as well. People living in the outlying district are heartily asked to enter their names of the names of friends, men or women, ladies, married or single, boys and girls living on the rural routes, especially are asked to share in these attractive awards. The Sea Coast Echo will soon give away.

Please bear in mind that it does not cost you a penny, now or later, to enter your name. That makes your opportunity just as great as any

HISTORIC OYSTER SHELL FROM GULF COAST.

Shell of Oyster Presented to Iberville at Biloxi by Indians in 1669. Is Sent to Opie Reed, Famous Humorist, at Chicago, as Compliment.

Biloxi, Miss., Jan. 16.—A giant oyster shell, said to have been the oyster presented to Iberville, the French explorer, by "Quick Hornet," chief of the Biloxi tribe of Indians, when Iberville landed here in 1669, has been presented to the Chamber of Commerce by Bob Lyle, noted fisherman, and the Chamber of Commerce in turn sent the shell to Opie Reed, the famous humorist, at his home in Chicago.

According to tradition, when Iberville landed at Biloxi, "Quick Hornet," chief of the Biloxi tribe, headed a band of warriors that called on the French explorer.

"Quick Hornet" lost no time in explaining his mission. He bluntly asked Iberville whether he wanted war or peace. Iberville gave "Quick Hornet" and his band of husky warriors a quick "once over" and replied that he wanted peace.

Whereupon "Quick Hornet" demanded some evidence of Iberville's peaceful intentions in the shape of a present. Iberville promptly complied and gave the chief what he considered a valuable present.

"Quick Hornet" left with his band, but shortly reappeared with a giant oyster, presented it to Iberville and commanded the Frenchman to eat it. Iberville had never before seen anything like it and scrutinized it closely. "Quick Hornet" ordered one of his warriors to open the shell. Then the oyster was taken out on a wooden fork and the chief commanded Iberville to open his mouth and swallow it. Iberville declined, but a menacing scowl from the warrior band caused him to obey orders.

As the oyster went down Iberville's throat a smile followed that spread from ear to ear. He wanted to know where to get the oyster, and the French explorers became confirmed oyster eaters.

The giant shell, tradition has it, was preserved by French colonists and finally found its way into the possession of Bob Lyle. It was presented to Opie Reed as a token of appreciation of the articles that he has written about Biloxi and the Gulf Coast.

Traveling in a Ford coupe, Mr. and Mrs. Fred Lane reached Bay St. Louis from Arizona Thursday, leaving their home on the 15th inst. They made the trip over the Bankhead Highway and came into Mississippi by way of Vicksburg, Jackson and Gulfport. Mr. and Mrs. Lane will remain in Bay St. Louis a while, visiting at the home of Mr. and Mrs. R. E. Perkins.

Jackson Clarion-Ledger: "H. S. Weston, of Logtown, president of the Lamar Life Insurance Company, and one of the most influential men in the State, was in Jackson yesterday attending a meeting of the stockholders of the insurance company in the offices of the company's skyscraper here. Mr. Weston also took occasion to speak with several friends in the State Legislature while here."

Entrant in this gift distribution offered you by The Sea Coast Echo.

Today is the day above all days for you to shake hands with Mr. and Mrs. Opportunity. One never knows of his possibilities until he at least tries a proposition of this kind. The entering wedge is on the big half-page ad, which gives the display of the wonderful awards. You will find the nomination coupon staring you in the face and daring you to fill it out. Did you ever take a dare? Alright, then, win the Ford Sedan, an award that is worth \$775.00.

Call on the campaign manager at once, and he will be glad to explain every detail to you, and help you in any way possible to get a good start. If you cannot call at the office, write or telephone to him and he will call at your home without one bit of obligation on your part. Get in and win!

MISS. GULF COAST GROWING INTO REAL RIVIERA

Dream of Two Years Ago Fast Coming Into Splendid Reality—Program of Giant Development in Process—The Like Has No Equal Anywhere.

It is significant that nearly every big paper of prominence, national magazines and other publications are attracted to the Mississippi Gulf Coast and the wonderful era of development upon which it is entering. There is not only charm and lure here, but this stretch of romance and beauty is rich in history. It is ooth a winter and summer resort, a rare combination, and frequently in the past referred to as the Riviera of America. Now this term is fast becoming to be a real actuality, a term of potential meaning.

Recently the New Orleans Times-Picayune, like other New Orleans newspapers ever friendly to this section, sent a special representative to this section for a story of the Riviera of America, and the published story from that newspaper is here given.

The American Riviera, two years ago but a dream in the minds of a few far-sighted men, is today a splendid actuality. Along one hundred and fifty miles of the Gulf Coast, the most beautiful water frontage in America, indented by scores of picturesque rivers, bayous and lagoons, the clank of steam shovels, the whirr of concrete mixers and the beat of the carpenter's hammer can be heard. The nation's newest winter playground is coming into being.

Great resort hotels, mammoth subdivisions, with miles of water front, where ideal winter homes are being built, gangs of laborers, leveling, grading, filling; landscape specialists laying out golf courses, planting shrubbery and otherwise beautifying the landscape; all these can be seen, the work rushing ahead at top speed in the stretches between Chef Menteur and Mobile.

The first step was taken when a two-million-dollar appropriation for fourteen miles of sea wall went through. The vast stretches back of this improvement offered an opportunity for development which certain wise men took advantage of.

Then came the big day. The great railroads of the country, with their special service, directed the residents of the Northern and Eastern cities who wished to escape from the winter cold to California and Florida. The logical winter resort was the destination. A winter home, though it drew many from the North, for the winter, and was the summer residence of Mississippi and New Orleans. Then after fifteen years of constant effort the great Illinois Central system gained control of the future of the Mississippi Gulf Coast and the adjoining stretches in neighboring States were assured.

Eighteen hours from Chicago to Gulfport, that's the new through train schedule, and none of the Southern water front resorts in the country can duplicate it unless they install airplane service. It means that a Chicagoan, owning a winter home on the Gulf Coast, can leave his work Friday night and reach his family Saturday morning. Two good days of golf, swimming, boating and fishing, and then a day of rest out Sunday night in time to be back at the desk Monday afternoon. Just eighteen hours from snow, ice and coal troubles to palm trees, balmy winds and the smiling blue waters of the Gulf of Mexico. And what's more, the new Illinois Central service means that the Gulf resort cities, Pascagoula, Ocean Springs, Biloxi, Gulfport and Bay St. Louis are within eighteen hours by train of sixty-five million people, more than half the nation.

Some of the biggest capitalists in the country are investing in Gulf Coast development. Where a year and a half ago there was practically no money available for work in this section, now practically every section of the country is anxious to get in. Chicago capital is into the game in force. The railroad has put millions in and will put in many more. The Edgewater Beach Hotel people with their fine new Edgewater Gulf Hotel, are catering to the cream of the trade.

Primarily, however, it is a New Orleans development. The country is going to have the resort section that it has waited for years, and in the final analysis it was Orleansians who did it.

Biloxi was the first capital of the Louisiana Purchase. Biloxi is now the capital of the new Louisiana. Because of his vision that its location would develop into the center of the world's trade routes. But New Orleans never separated itself from the Coast, many of her wealthiest citizens having maintained their summer homes there while the sportsmen flocked to the hunting and fishing grounds, which they considered ideal. The fact that the long stretch of sunny shore was even more delightful in winter attracted people from a distance who preferred quiet with their comfort and therefore avoided the resorts of frenzied fashion. Such notables as Woodrow Wilson have delighted in the result. But it was New Orleans that knew and loved the sea.

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PRINCIPAL SPEAKER AT CHAMBER OF COMMERCE AND ROTARY CLUBS.



WARREN JACKSON, Manager Mississippi Coast Club, with headquarters at Gulfport, who was the guest of the Bay St. Louis Chamber of Commerce Tuesday night and also at the Rotary Club Wednesday night. At both places and on both occasions he was the principal speaker. His work on the Coast is already resulting in telling effect.

A CARD FROM THE MAYOR. Striving to Perfect Water System. Tells of Plans—Building of Bridge Over Bay St. Louis Will Afford Means for Cheaper Insurance.

To the Voters and Taxpayers of Bay St. Louis.

There are various rumors circulated throughout the town, regarding our waterworks system, that are untrue, merely rot and propaganda, hatched by my political enemies to gain their own ends. I ask you, be careful of such propaganda.

Our waterworks system was, and is still, imperfect; the pressure is not up to the standard at present, and the problem before me, which I am striving hard to solve, is to give the people of Bay St. Louis sufficient water pressure for their demands; a better fire protection, and, last but not least, good, pure drinking water, with as little expense as possible.

This is no mean task. I have been in communication and in conference with the best engineers, both water works and fire fighting, in the State and elsewhere, and have some very important data. There has never been any question of taking down the tower; on the contrary, we are now negotiating for a more efficient motor pump, as advertised in The Echo, to give us necessary standard pressure throughout the town, at a big saving. The cost of the new motor pump will be covered by the proceeds of sale of one of the old ones.

Don't be misled by the tales you hear, and have no patience, and bear with me, and I promise you that you will be proud of your waterworks system and fire-fighting apparatus when completed. Just give me time. This is too serious a proposition to decide too hastily. We taxpayers have to pay for these things, and we must be sure we are getting the best for our money, and preventing similar mistakes.

We must have improvements, if we wish to grow, and if the city's affairs are handled efficiently we will have more money to devote to the people with more taxes.

Stand by the man who is trying hard, in spite of the severest opposition, to keep every promise made six months ago.

My slogan is, "Be sure you are right, then go ahead." We have now the apparatus and hydrants standardized last week, which gives us the benefit of fire engines and hose of our neighboring Coast towns that can reach us within thirty minutes. When bridge is completed, Gulfport and Biloxi can reach us within twenty minutes. This will allow us a reduction in insurance rates.

G. Y. BLAIZE, Mayor.

"TAG DAY" REALIZES \$47.34.

Bay St. Louis folk opened their hearts and purses on Saturday to help the destitute women with children and other unfortunate in care of the Volunteers of America by contributing the sum of \$47.34 to that worthy cause. Every one connected with the affair was deeply grateful to all who in any way helped make the day successful.

A statement issued by the organization's representative to The Echo says: "To the city officials, newspaper, the merchants who furnished the incentives for the children's efforts, as well as to Miss Elsie Day, capable leadership, full credit should be given; neither must the public's generosity in patronizing the youthful workers be omitted. From early in the morning until late in the afternoon each of the girls and boys played the merry game of 'competition' for the prizes and movie tickets, and at the close of the 'contest' it was found that Violet Nick was entitled to the first prize, having collected \$5.78. The second was won by Addie Leo Stephens, who had \$5.08 and received the third, and the fourth prize was won by Johanna Brighenti, \$3.70. The other children who were made happy by the movie passes were Mary Katherine Tait, Lois Anderson and Truman Beeson.

PINE GROVE CIRCLE INSTALLATION AND ANNUAL BANQUET

Woodmen Hall Tuesday Night Scene of Interesting Event—Mrs. Abigail Bourgeois, Past Guardian, Delivered Address of the Evening.

An event of more than ordinary interest and of local significance in fraternal and social circles was the annual meeting and installation of officers of Pine Grove Circle No. 167, Woodmen of the World, of Bay St. Louis, which was held Tuesday evening at W. O. W. Hall, in Second street.

The ceremony of installing the officers, recently elected, was conducted by Miss Marie Monti and Mrs. Abigail Bourgeois. The officials are: Advisor—Mrs. Carrie Mattox. Chaplain—Mrs. E. Davis. Attendant—Mrs. Elizabeth Boudin. Clerk—Mrs. Julia Arbo. Banker—Mrs. Cecile Banderet. Inner Sentinel—Mrs. Ida Tudury. Outer Sentinel—Mrs. Alma Quintini. Musicians—Mrs. Lydia Eagan, Mrs. Lourine Ziegler, Mrs. Lena Henry.

The ceremony was both beautiful and impressive, characteristic of the sublime teachings of Woodcraft and before the ceremony Mrs. Bourgeois, who has been guardian for many years, delivered an interesting discourse to the members, dwelling at some length but engagingly upon the benefits of the order, not only as a beneficiary to its own members, but also as a contributing factor to all charitable deeds and purposes.

"Pine Grove Circle," said Mrs. Bourgeois, "was among the very first organizations in Bay St. Louis when the war broke out to buy Liberty Bonds, and exercised and functioned every patriotic in the interest of the war effort. Our purpose is never to be a 'two beds in the Charity Hospital' New Orleans, were donated and dedicated by the Pine Grove Circle; donations are made annually to both cemeteries in Bay St. Louis, and the Circle is ever ready to charity all the year round. Our purse is never closed; on the contrary, we give and help regardless of creed, color or position."

Mrs. Bourgeois' address was well received and applause followed. After the installation ceremony short addresses were made by Mrs. H. F. Mattox and other officers, after which the ladies repaired to the dining room, where a sumptuous banquet awaited them, the table being tastefully decorated in the colors of the Circle, namely, red and green. In the center of the table stood a basket of hyacinths and ferns, and at each place a favor in the shape of a small basket filled with candy of the Circle colors. This color scheme was also carried out in the ice cream and cake.

The success of the banquet was due to the untiring efforts of the committee in charge, composed of Mrs. Lucy Whitfield, Mrs. R. Betz and Mrs. Marie Monti. The feast was prepared and served by a well known local chef, Mrs. E. Davis.

Presentations to Mrs. Bourgeois. Mrs. Bourgeois, the retiring guardian, was presented with a beautiful gift from the Circle, in recognition of her faithful efforts and services to the organization; her uniform and many kindnesses and consideration to its members. Following this the evening had been well spent and the members left feeling they had enjoyed an evening of genuine pleasure and satisfaction and hoping to participate in many recurring events of the like.

Bay St. Louis is very proud of its fraternal organizations, and of these the Ladies' Woodmen Circle is by no means the least. It is representative in every respect, prominent in every endeavor for the general amelioration of the city and its citizens, and it has never been found wanting in any time of need. May its activities continue.

SUDDEN DEATH OF MRS. M. L. MCGINTY.

Mrs. M. L. McGinty, who moved to Bay St. Louis from Independence, La., 23 years ago, was found dead on the floor of her residence Sunday morning at about 9:30 o'clock. She was sitting by the fire when last seen alive, and it is evident she died suddenly and fell over to the floor. Members of the family were in other parts of the house at the time.

Mrs. McGinty was well known and generally esteemed. She is survived by seven children, E. S. McGinty, of Biloxi, La.; Mrs. John Toulme, of Bogalusa, La.; Mrs. Turner Sauer, of Bay St. Louis; Mrs. Sylvester Bourgeois, of Waveland; Misses Mamie and Emily McGinty, of New Orleans, and Miss Corinne McGinty, of this city.

The funeral took place Monday afternoon and was largely attended. Rev. Murray, of the Baptist faith, officiating; interment at Cedar Rest Cemetery.

The death of Mrs. McGinty was regarded with genuine sorrow by all who knew her. She was a most excellent woman and had friends wherever she was known. She was 67 years old, a native of Louisiana.

DREDGING BAY ST. LOUIS AT SHELL BEACH.

Deep Channel in Process of Making at Property Now Known as Pine Hills—Part of Big Hotel Project Improvement.

Plainly seen from Bay St. Louis, and more particularly at night, is the big dredge at work at Pine Hills, formerly and perhaps better known for the present at least as Shell Beach.

The Pine Hills Hotel Company, which is building a \$750,000 hotel at Pine Hills-on-the-Bay, northeast of Bay St. Louis, is dredging a deep water channel from the main channel of the Bay of St. Louis to the pier directly in front of the hotel site. The channel will be 3,000 feet in length and 300 feet in width. The object is to enable yachts and seagoing vessels to reach the hotel pier. It will also be utilized in barging material to the pier for use in the construction work pushed. The work of driving piles for the foundation was completed some time ago.

The Woods Brothers Construction Company, contractors, who are building the Harrison county sea wall, have begun filling in behind the wall at Henderson Point, West Pass Christian. A dredgeboat began pumping in the filling this week, and will work eastward. The filling in process places the finishing touches on the sea wall.

Building of the hotel at Pine Hills has actually begun and as will be seen elsewhere in the advertising columns of The Echo, the Glover Construction Company, Ltd., with headquarters at Pass Christian, which has the contract for the hotel construction, is advertising for additional labor. Already several men from Bay St. Louis are at work at Pine Hills.

ADVERTISING EXPERT VISITS BAY CITY.

Maurice H. Needham, president of the Maurice H. Needham Advertising Agency, of Chicago, was a visitor to Bay St. Louis Wednesday and a guest of the Rotary Club that night. It was from Mr. Needham's office the advertising for the Mississippi Coast Club emanates. The full page advertisement of the Coast, one of which appears in The Echo weekly, originate from his place of business.

Mr. Needham spoke interestingly of the work in hand and discussed the advertising end of developing the Coast, as it passes through his office, where a force of twelve men were drawing and in general get up national advertising.

SCHOOL BOND ISSUE CARRIES.

Saturday's election in Bay St. Louis for the \$67,000.00 bond issue, the proceeds of which are to build a new Central High School, carried unanimously.

There were 355 votes for and 49 against the proposition. An official report of the result will be made to the Board of Mayor and Aldermen on next Saturday, and the matter of selling the bonds and beginning the new building will begin as soon as possible thereafter.

Wm. T. Nolan, architect, is busy on the plans and a picture of the proposed building will be given in The Echo columns as early as practicable.

BAY CHAMBER OF COMMERCE HEARS PROMINENT GUESTS.

Attracting interest and more than ordinary attention, there was quite a large attendance at the Bay St. Louis Chamber of Commerce meeting Tuesday night, on the occasion of a special meeting of both directors and members.

Joe O. Maufrey, one of the vice presidents, presided. Among the invited guests were E. C. Runts, representing Superintendent John Bose, local divisional superintendent of the Louisville and Nashville Railroad Company, and Warren Jackson, manager of the Mississippi Coast Club. The vote to amend the by-laws carried and is to the effect that instead of members meeting every three months they could meet monthly with the directors, thus it is planned to bring every member into not only closer contact, but to that point where a more intimate and active knowledge might be gained of the association's work and accomplishments. The motion to amend was carried unanimously.

A discussion, en passant, that the annual dues would not prove sufficient to carry on work to any appreciable extent, brought out the suggestion that the \$10.00 annual dues would hardly be sufficient reason from a financial standpoint to keep anyone out who might wish to join and become associated with the work of local development. And, on the other hand, members could take out more than one membership, where they felt and were willing to contribute and thus help more.

Warren Jackson Introduced. A guest of C. Greer Moore, local vice president for the Mississippi Coast Club, Warren Jackson, manager for the Club, was present and introduced to the assembly.

Mr. Jackson spoke a while on the purposes and objects of the Mississippi Coast Club, and of the vast possibilities as existing here. He said we had more than 100,000 acres of land that could hold out and offer to the tourist, the value of our land as a producing element. Of really, he said, you could not keep out the speculation, but the investor could be safely

STATE REDUCES TAX RATE FROM 8 TO 6 MILLS

House Passed Senate Bill at Jackson Tuesday—Certain Governor Will Sign Bill—Other Reductions Necessary to Make This of Benefit.

Without amendment, the House of Representatives Tuesday passed the Senate bill reducing the State tax levies from 8 to 6 mills and placing a 6-mill limit on levies by Boards of Supervisors for general county purposes.

This reduction, unless followed by others in form of amendments and not benefit Mississippi to any appreciable extent, considering the unusually heavy tribute taxpayers are making to the State.

Chairman George, of the House ways and means committee, in discussing the Low bill to reduce the tax levy for the next two years, reviewed the financial status of the State, pointing out that when the Legislature met in 1924, the State had obligations of about \$5,000,000 in excess of its income.

To Get Increase.

"It is true that we paid bonds," Mr. George said, "but these bonds were refunded with the proceeds of other bonds issued. It became necessary to provide other means of revenue and to cut appropriations. In 1924 we placed on other taxes and broke even. The year 1925 was unusually prosperous and on January 1, 1926, we had a balance in the treasury in excess of a million dollars."

He predicted a 5 per cent increase in the returns from the income tax in 1926, estimating the State's income in 1926 to be approximately nine and a half million dollars.

Mr. Glass offered an amendment to increase the amount for counties to 8 mills, declaring that many of the smaller counties cannot properly operate with a 6-mill limit. He said that if adopted, with the 6-mill basis, the smallest counties would be forced to make heavy increases in personal and realty assessments.

The Glass amendment was tabled without debate.

Governor to Sign.

Representative Sillers, of Bolivar, moved to have the bill placed on the table subject to call, arguing that the tax levy should not be fixed until the volume of the appropriations had been ascertained. Mr. Anderson, of Tippah, declared that the ways and means committee had gone thoroughly into the question of appropriations and had a good understanding of what they were.

It is regarded as practically certain that Governor Whitfield will sign the bill, thus the outstanding recommendation in his message.

invited with immunity. This section of the nearest to the Middle West and one of the largest of population than any other section of the country. We had opportunity and advantage here the like of which existed nowhere else. Bay St. Louis was a revelation to him when he first came to consider it as an integral part of the Mississippi Gulf Coast.

L. & N. Official Speaks.

Mr. Runts, introduced by the chairman, said Mr. Bose was unable to be present, but that he had come to the point. He showed the different pieces of advertising the L. & N. was putting out, and called attention to the fact the railroad company was advertising the Mississippi Gulf Coast in over 400 mid-West newspapers, in addition to the Saturday Evening Post and Literary Digest, once a month for five months in each of the two-mentioned periodicals. The newspaper advertising was costing his company \$60,000, while the magazine publicity represented an additional outlay of \$16,000.00.

J. N. Wisner also addressed the meeting and his remarks were interesting and illuminating, even to some who lived here. He backed his remarks by facts and actual demonstration. In closing, chairman Maufrey spoke along active and business lines and presented the scope of the club and its immediate possibilities in unmistakable terms.

That certain drivers on the Coast were carrying literature of the L. & N. was pointed out by the chairman. Mr. Runts said that the L. & N. got out of this city was at no time omitted.

From the attendance and the deliberation of the evening it was plainly evident the Bay St. Louis Chamber of Commerce has come to fill a long-felt want, and that it is fast taking its place as an integral factor in the further upbuilding and material development of Bay St. Louis and Hancock county.

HERE THEY ARE!

THE SEA COAST ECHO PRIZE CONTESTANTS.

The following are the names of Candidates in The Sea Coast Echo Automobile Contest and are listed alphabetically.

- Miss Samantha Blackwell, Nicholson, Miss.
- Miss Mackie Donaldson, Nicholson, Miss.
- Miss Margaret Green, Bay St. Louis, Miss.
- Miss Agnes Lagniel, Bay St. Louis, Miss.
- Miss Ena LeBlanc, Bay St. Louis, Miss.
- Miss Mittie Lee, Picayune, Miss.
- Mrs. A. J. Lett, Kiln, Miss.
- Miss Hilda Manning, Bay St. Louis, Miss.
- Mrs. John McCarty, Nicholson.
- Miss Elizabeth McQueen, Nicholson.
- Miss Margaret Schindler, Bay St. Louis, Miss.
- Miss Lottie Bell Summers, Logtown, Miss.
- Mrs. O. M. Villere, Waveland.
- Miss Maggie Wood, Nicholson.

HELP YOUR FRIENDS TO WIN, NOW!

BEAUTIFUL BAY ST. LOUIS.

While there is no attempt, neither will there be, to disparage one town in order that another Gulf Coast locality might gain, the fact remains, and cannot be discounted, that we can always refer to our own beloved city as "Beautiful Bay St. Louis."

In addition, its outstanding features might be dwelt upon at no expense to other places on the Coast and without comparisons. Mrs. Partridge said comparisons were odious. As a rule they are.

Located on Bay St. Louis, a partially inland body of blue water, frequently compared to the Bay of Naples, under Italy's sunny skies, the city is situated on the west shore of this water, and like a bright gem in some diadem scintillates in its primeval beauty of a great shore line dotted with giant oaks. Then again, further on to the southerly direction it faces the Mississippi Sound, with the romantic Gulf of Mexico waters in the distance. It is an unusual combination. The traveler will have to go far to find the like, and most likely he would seek in vain.

Bay St. Louis has not only pre-tense beauty, but it has history and romance. It was discovered during the time of Iberville, and on the day of the feast of St. Louis, crusader of France, the beautiful body of water, with the village on its shores, was called Bay St. Louis. We are told the Indians were here. They were later known as the Choctaws. The lamented Gertrude Cowand Penney, writer for The Sea Coast Echo, wrote many of the Indian legends, and old files of this paper reveal many of the interesting and fascinating tales. The Indians called the place, a paradise for hunting and fishing, "Aschoupicoula," pronounced Chicopoula. Residents here to this date have documents over one hundred years old that bear the name and carry out the correct form of spelling, which for the first time is given publication.

This name remained for many years. Some unknown authority defines the term as meaning "bad grass." Possibly the rockchaw must have flourished here even then in that far back time.

Beautiful Bay St. Louis has and enjoys the same wonderful climate and semi-tropical sunshine as the balance of the Mississippi Gulf Coast. But its proximity to the great city on the west is well worthy of consideration to many. The commuter finds this of incomparable benefit.

Not only a city of charm, sunshine and health radiating, Bay St. Louis is not only known best and enjoyed most by those who have the privilege to live here, but for the fact its public and private educational advantages are more than ordinary, and well makes this an educational center. Every incentive offered elsewhere to families and others to live is found here. As good might be found elsewhere away from the Coast, but not better.

Bay St. Louis has always been popular with those who know the place best. As a summer resort, New Orleansians would rather go nowhere else. It is the pride and pleasure of many. "One resident has called her home 'Mon Plaisir.' What could be more expressive in French, meaning, as it does, 'My Pleasure?'" Residents and visitors love Bay St. Louis. And it is well, for here we have the rare combination of charm, romance, history to lure; climate and water to enjoy and in order to live longer, and the modern means that make the desirable trend of today.

At a meeting of one of our civic organizations a few nights since, the fact was brought out that not only Bay St. Louis had the credit of building the first sea wall in this section, but that the initial and a great part of the work was accomplished as far back as fifteen years. Thus Bay St. Louis leads not only in many things, but even in so great an enterprise as the sea wall subject. President Weston of the Board of Supervisors long ago predicted to The Echo that the day was not so very far distant when the rim of Bay St. Louis would not only afford a great roadway but a permanent sea wall as well. And this prediction will come true, no doubt.

A speaker at one of the public gatherings a few evenings since, one who had come here from far away, said too much could not be said of our sunshine. He said a fellow traveler called attention to the significance of living in a locality of sunshine, that children grew better and healthier. Just like plant life, human life was susceptible to plenty of sunshine and thrive under its beneficent influence. Incidentally, The Echo wants to add a word for our matchless drinking water. It counts, too, for better health.

It is said that the King and Queen of Spain are planning a visit to the United States, and Hilox is hoping to entertain them.

An Iowa justice announces that he will marry couples for a fee of two bushels of corn. Some we think would do the job for a pint.

Old Irony of Fate is still on the job. A Texas soldier of fortune, of Mexican ancestry, Jesus Trejo, of San Antonio, after being mixed up in several Latin American revolutions without getting a scratch, although once sentenced to be shot, died the other day from injuries received through falling into a post hole.

It's a short worm that has no turning. Atlas is no doubt the patron saint of the hold-up men. Unlike truth, pedestrians crushed to earth seldom rise again. We should take our grievances seriously, inasmuch as no one else does. Latin-America is useful in giving our diplomats the opportunity to keep in practice. A new jazz tune is called the "Muscle Shoals Blues," probably dedicated to Senator Norris. Suffering from lost memory is getting to be almost as good a defense as going plumb crazy. Young people are not expected, to know as much as older ones, but they admit that they do. Correct this sentence: "It is an utterly foolish bill and, of course, the Legislature will not pass it." The Chicago grand opera singer who filed a petition in bankruptcy had probably been too prodigal with her high notes. Even if George Washington did make liquor, as Rupert Hughes declares, he probably told the truth about its quality. Buttons are now being made out of potatoes, but manufacturers must soon find a substitute that is not prohibitive in price. George II of Greece may locate in Florida and with the boom now on he ought to find a good opening for one more restaurant. Experiments show that tobacco has a bad effect on rabbits. If they were human they would eat up every tobacco patch in sight. The famous tree is in bud in winter for the 100th consecutive year. News item. Someone must have a mighty good memory. A Utica editor avers that "since the undress fashion began, certain diseases have completely disappeared." Including, we assume, poor eyesight. This winter weather has been unreasonably erratic. Congress ought to appoint an investigating committee, or at least pass a resolution about it. A break in crude rubber a few days ago brought the price down to 77 cents, as against \$1.10 a few weeks ago, and 36 cents a year ago. Rubber prices, like rubber itself, are liable to break when stretched too far. All surgeons of the famous Mayo clinic at Rochester have been furnished life insurance as a gift from the institution. With all their skill, these eminent disciples of Galen can not keep one another from shuffling off the mortal coil occasionally. In Germany it is not permissible to bestow a family name upon a child as a given name, hence they have no names such as Hindenburg, Schultz, Mozart Schmidt and the like. A similar rule in this country would have saved us from a Grover Cleveland Bergdoll. Criminal lawyers are becoming more resourceful every day. One in Chicago defended a bootlegger client by declaring that selling good whiskey at reasonable prices was "sufficiently meritorious in these trying days to warrant mitigation of sentence." The sentence was mitigated to sixty days. A. W. Trenholm, of St. Paul, vice president of the Omaha Railroad, who began as a water boy on a section gang at the age of 10, has just retired at the age of 67, hale and hearty. His exceptional physical condition is probably due to the fact that he never wasted his energies in the strenuous grind of a vacation. He never had one in his 57 years of service. Federal Judge Thomas has awarded the government a judgment for a million dollars against Gerald Chapman, mail bandit and condemned murderer, who wants to serve a previous sentence of 25 years before being hanged. He will now probably want time to earn that million to pay Uncle Sam. Old Irony of Fate is still on the job. A Texas soldier of fortune, of Mexican ancestry, Jesus Trejo, of San Antonio, after being mixed up in several Latin American revolutions without getting a scratch, although once sentenced to be shot, died the other day from injuries received through falling into a post hole.

THE LAND OF OPPORTUNITY.

Here in Bay St. Louis, in Hancock county, on the Mississippi Gulf Coast, we have the Land of Opportunity. The land of the 3 H's—Hope, Happiness and Health, plus opportunity.

It has been demonstrated time and again, and is an actual and constant living fact, anything that will grow elsewhere will grow here all the year 'round.

At a banquet Wednesday night in this city, under the auspices of the Rotary Club, Warren Jackson, manager Mississippi Coast Club, and originally from Des Moines, Iowa, marveled at two baskets of fresh vegetables and fruit picked that day from the J. N. Wisner estate, in Bay St. Louis. Here was a supply of succulent vegetables, fresh and tempting, picked in the midst of January, in the very middle of the winter season. He said where he came from and the greater portion of the United States where the temperature during this time of the year was below zero, people would scarcely believe this could be accomplished in their own country. People from the sections, he said, would marvel at the sight, and a recital of the fact would not carry sufficiently to be believed.

This is a great country, this Mississippi Gulf Coast section, where one all the year 'round may cultivate gardens of the kind, ever supplied with fresh vegetables. One of the baskets from the Wisner place also contained eggs, grape fruit and what not. This is a living evidence of the Land of Opportunity. He who will go in quest of the fruit shall find it.

"Thousands of people have gone from over the United States to California, to live quietly, pleasantly and profitably. In the rural sections, these families engage in the poultry and other kindred occupations. Growing fruit, carnations, chrysanthemums and other like products they find profitable. And yet well nigh two thousand miles from the center of things—with long hauls and excessive transportation charges to pay.

Here, only 23 miles from Chicago, and approximately as close to other large and distributing centers, the same can be done. There is a better market, less competition, and the result is a less strenuous life. Truly we have the Land of Opportunity."

HEALTH CAN BE BOUGHT.

Thanks to the advances of medical science, health is now purchasable, according to a distinguished health commissioner. Of course, there are limitations to the extent to which this statement is true, but the fact remains that the possibilities of preventing disease are greatly neglected, through false economy.

By employing well known sanitary measures it is possible for any community to abolish typhoid fever, diphtheria, malaria and other age-old enemies of mankind. Tuberculosis can be largely prevented and practically every communicable disease can be reduced to a minimum.

A striking example of effective public health work comes from Framingham, Mass., where a campaign was put on at a cost of \$2.40 a year for every man, woman and child in the city. As a result the total death rate was reduced by 9 per cent, the infant mortality by 40 per cent and the tuberculosis death rate by 68 per cent. That \$2.40 per capita was certainly a splendid investment.

Aside from the misery and loss of life that results from a failure to take advantage of scientific health measures, the economic loss is also appalling. The earning capacity of every community is needlessly reduced through preventable sickness. As a business proposition, it pays to utilize every possible means for the preservation of the public health, aside from humanitarian considerations.

Much has been done in the direction of better sanitation and the eradication of disease, but not one-half of what can or ought to be done. Within reasonable limits, the people can purchase as much of health as they are willing to pay for. And nothing else worth having can be had at such a low cost.

STATES MUST CHOOSE.

Commenting on the fact that the State inheritance tax is retarding development in California, the San Francisco Bulletin quotes the late H. J. Heinz, who at one time figured on establishing a chain of pickle plants in that State. After investigating the tax situation, Mr. Heinz said:

"I am not willing to take all the chances under conditions which make me stand all losses and turn over most of the profits, if any, to the tax collector."

Dr. Milbank Jones, president of the State Association for Taxation Improvement, told a recent convention of real estate men that California and other States are losing heavily through the transfer of citizenship by wealthy people to a State like Florida, which has no inheritance tax.

Summing up the situation, the Bulletin says: "Taxes that rob property of its value are fatal to community prosperity, for when capital will not venture, the wage earner is

inevitably a more serious loser even than the capitalist."

Every State must choose its own policy in the matter of dealing with wealth and industry. The results of wise or unwise policies are plainly before all who want to see. Capital and industry seeking new locations do not select States where they are to be regulated and taxed beyond reason.

It is for this and other reasons all eyes are turned to our Legislature, hoping it will do something for Mississippi, hoping the State will cease going to cemeteries and robbing the dead for tribute. It is seemingly a case of unable to "hold up" the living any more, Mississippi must resort to a role wherein it plays the leading role of ghoul, desecrate the hallowed precincts of the soil consecrated to the dead and there, under legal license, plunder.

OUR LOCAL CLUBS.

It has been said a city or community is known by its organizations. As there are fraternal, service, civic and social organizations, there exists in that particular section a life and progressive people, and where harmony and strength abide, for in understanding and unity much is accomplished.

Bay St. Louis, in addition to its churches, fraternal organizations and schools, has distinctly and separately three organizations that function for the well-being of Bay St. Louis.

The Chamber of Commerce, as its name implies, is purely a commercial organization. Its aim and effort are to encourage further development, aid business and increase the success of all lines of commercial pursuit and industrial endeavor. To help along all lines that mean for the betterment and development of the city and vicinity.

The Rotary Club is purely an organization for service. Here, too, we have the representative citizenry engaged in the commendable work of rendering service. Increasing good fellowship, spreading the gospel of cheer and happiness, and to boost any project, civic or social, industrial or agricultural, that may need such assistance as service. The hand of service is helpful and the extent of such aid in result cannot be overestimated.

Along purely social lines the Bay-Waveland Yacht and Athletic Club is the backbone of the social side of this resort town. In summer, when Bay St. Louis and Waveland are teeming with thousands of visitors, the B. W. Y. C. is the social center, the Mecca for all who come for entertainment and to meet in cordial contact. Like the other clubs of the city, it is a great asset and fills a position here in its own way and in a sphere that makes it popular.

Supplementing the club, we have another important organization which soon will take the place for which it is destined, the Bay-Waveland Country Club, an organization for golf players and others. No place where visitors and tourists assemble is complete without its country club and golf links, and this has not been overlooked by the thoughtful ones who have incorporated such organization under the laws of the State. The Bay-Waveland Country Club is not functioning as yet, but every preparation is carried on with this in mind that it will soon be an active and living reality.

People from away and planning to come to the Mississippi Gulf Coast will find Bay St. Louis not only an ideal place to live in because of its climatic, water and other advantages, but because there are organizations here for everyone. Thus adding to the commercial and social life; affording a bond that is binding. These things alone are inviting, and it is well we call attention to them, even though in our own modest way.

So Weak Couldn't Stand

"My wife's health broke down and for years she was just a physical wreck," says Mr. Thomas Glyn, of Gibson, La. "We did everything we knew, yet she seemed to get worse and worse. She was so weak till she couldn't stand, and had to be carried like a baby. It looked like nothing would save her that had been done."

CARDUI For Female Troubles

"I began looking around. I knew that Cardui was for women. I decided to try it for her as all else had failed. She couldn't eat, she couldn't sleep, and I was desperate. After taking a few doses of Cardui, we were so glad to note that she wanted something to eat, and with each bit of nourishment, and each day's doses of Cardui, she grew stronger and got up out of bed. She is now able to cook, and stronger than in a long time."

Cardui has been in successful use for nearly 50 years in the treatment of many common female troubles.

All Druggists

Hancock County Insurance Agency

FIRE
TORNADO
AUTOMOBILE
LIFE

INSURANCE

CASUALTY
BONDS
FIDELITY
JUDICIARY

IN ALL ITS BRANCHES

Let Us Take Care Of Your Needs

A. A. Scafide,
S. L. Engman, Agents.

Phone 108
Hancock County Bank

Electric Light and Power Preferred Stocks ARE SAFE!

A careful analysis by a nationally known banking house of the dividend records of 129 electric light and power companies—practically every electric light and power company in the United States with gross earnings of \$1,500,000 per year and upwards, the combined capitalization of which represents approximately 90% of the industry, shows that:

- 1 Current cash dividends are being paid on all of the preferred stocks included in this analysis.
- 2 In NO case are there accumulated back dividends unpaid.
- 3 In 16 cases dividends have been deferred but have subsequently been paid off in stock or cash.
- 4 In all other cases (113) the preferred stocks have unbroken dividend records.

THIS remarkable record definitely establishes the preferred stocks of large electric light and power companies, such as

Mississippi
Power Company's **7.14%**
Cumulative
Preferred Stock

as safe, conservative investment securities. It places the safety and intrinsic strength of this stock beyond question.

These Are the Reasons!

- it is backed by income-producing properties, valued at millions of dollars;
- the services which the Company sells—electric light, power, gas and transportation—are absolute essentials of modern life;
- it yields a high return—7.14%;
- its dividends are cumulative;
- its dividends are payable quarterly, 1.75 per share Jan. 1, Apr. 1, July 1 and Oct. 1;
- its dividends are exempt from the present normal Federal Income tax;

- it is preferred as to assets and dividends over any junior securities now or hereafter issued;
- it is an investment in a home institution—the properties may be inspected at all times;
- it may be resold through the Company at any time at the prevailing market price, less a nominal brokerage;
- it is very easy for you to buy. It may be purchased at any office or through any employee for cash, at \$98 and accrued dividend per share, or on our 6% Saving Plan, at \$10 cash and \$10 per share per month.

Full Information
Without Obligation

Ask any employee, inquire at any office or write—

Investment Department
MISSISSIPPI POWER COMPANY
Gulfport, Miss.

Mail the Coupon

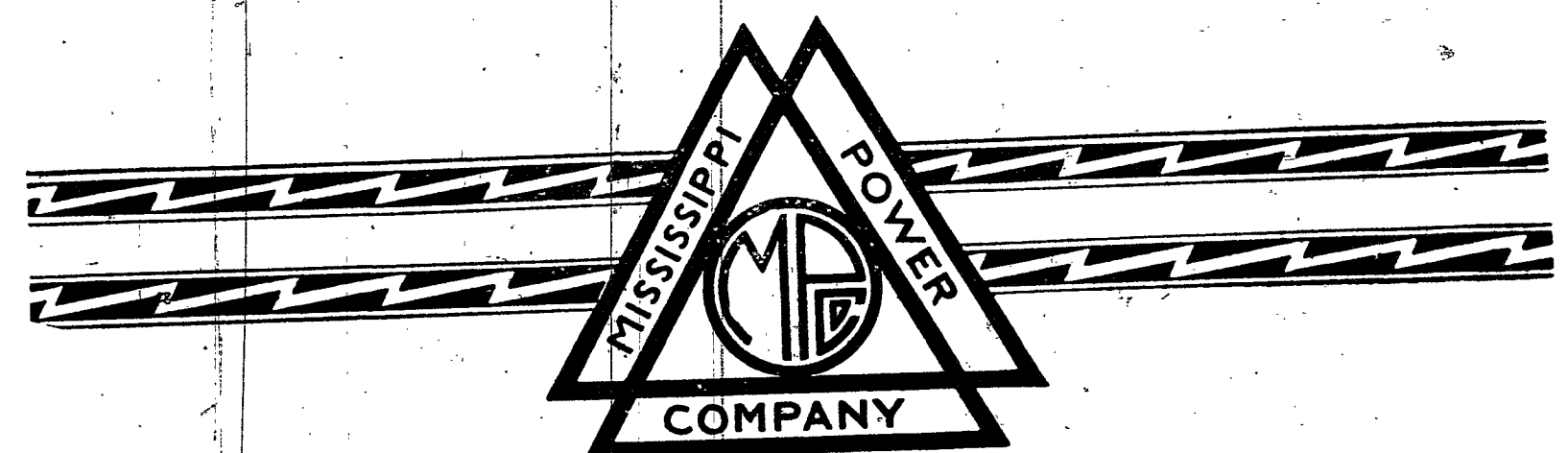
MISSISSIPPI POWER COMPANY

Please send me full information about your Cumulative Preferred Stock.

Name

Address

City



NOTICE OF TRUSTEE'S SALE.

Under and by virtue of the provisions of that certain deed of trust, executed by Alfred Schell, on January 23rd, 1922, to W. J. Gex, Trustee, to secure an indebtedness mentioned therein, in favor of S. H. Stratton, which Deed of Trust is recorded in Book 16, page 383, of the Records of Mortgages and Deeds of Trust on Land in Hancock County, and, whereas, the said secured indebtedness was assigned by S. H. Stratton to Brownie Coleman on June 28th, 1922, which assignment is recorded in Book 16, page 383, of the Records of Mortgages and Deeds of Trust on Land in Hancock County; and, whereas, the said secured indebtedness is now due and unpaid, and having been requested by the said Brownie Coleman, legal owner and holder of the said indebtedness, to close said Deed of Trust, I, J. D. Arrington, Substituted Trustee, on Monday, February 15th, 1926, within legal hours, in front of the Court House of Hancock County, sell to the highest bidder for cash the lands described by the said Deed of Trust, to-wit:

The southeast quarter of Section twenty-six (26), Township seven (7), south, Range fifteen (15) west, in Hancock County, Mississippi, subject to that deed of trust executed on the same land by M. E. Kelley to C. L. Waller in favor of Carolina Land Company, assumed by the said Alfred Schell, and recorded in Book 16, page 212, of the Records of Mortgages and Deeds of Trust on Land in Hancock County, to satisfy the indebtedness above mentioned.

Advertised, posted and dated this January, 24th, 1926.

J. D. ARRINGTON,
Substituted Trustee.

Rev. J. W. Howard, of Columbus, Ga., aged 85, claims the record for having married 2,016 couples.

Special Showing and Prices of

Ladies' SHOES Gents'

We Can Supply the Family.

J. O. Mauffray,

Front St., Bay St. Louis, Miss.

50,000 EXTRA VOTES!

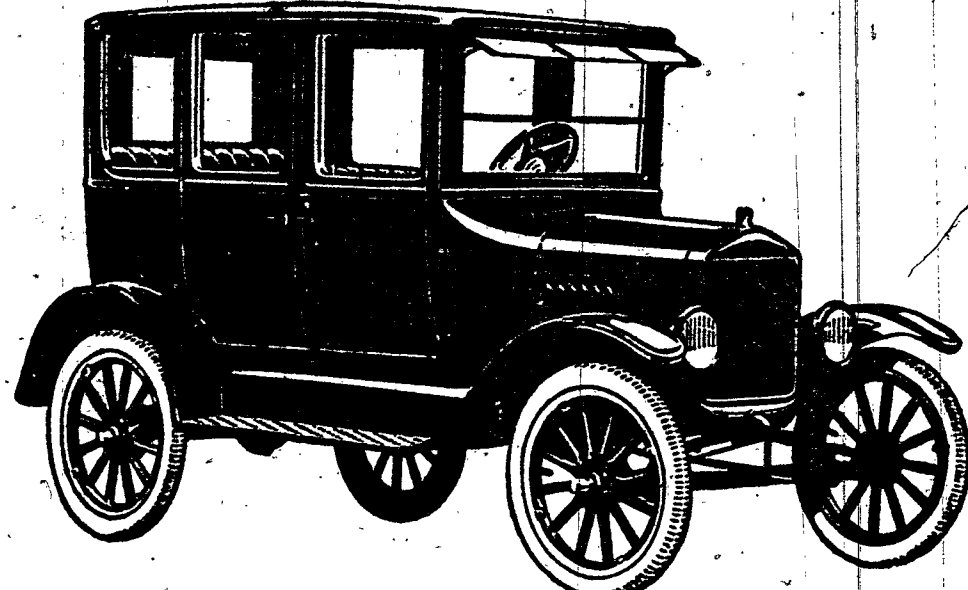
Will be credited every candidate on each ten one-year subscriptions turned in up to Saturday, February 6th at 5 P. M.—make sure of winning now.

The Three Grand Prizes

Latest Model, Fully Equipped
Balloon Tires

Ford Sedan
Valued at \$775.00

Purchased from Edwards Bro.



Second Grand Prize—Solitaire Diamond Ring
WORTH \$125.00

Purchased from and on display at Bay Jewelry Store

Third Grand Prize—Radio Set
WORTH \$100.00

Free installation to winner, purchased from and on display at the Coast Electric Co.

Anyone Of These Prizes Yours! March 5th.

THE SEA COAST ECHO
is calling for more good,
energetic hustlers.

**Plenty of prizes for all—
Plenty of time to enter—
Plenty time to win.**

MISSISSIPPI GULF COAST AT- TRACTS ATTENTION.

Press of Nation on March of Progress
and Program of Coast Im-
provements.

That the Mississippi Gulf Coast is attracting broadcast attention there is no doubt. Evidence of this is on every side. The press of the country is giving this section general publicity. Hardly a newspaper today is without some reference to the Mississippi Gulf Coast.

Here are a few samples selected at random:

In Competition With Florida.
The Mississippi Coast, which for two centuries has exemplified the historic and romantic of the Old South, is stepping out in competition with Florida. It's semi-tropical sunshine and moss-covered magnolias have suddenly been augmented by an influx of commerce, industry, good road building, public improvements and outside investments. —Waterloo (Iowa) Courier, December 24.

Six Millions in R. R. Improvements.
A building and improvement program, to cost more than \$6,000,000, for 1926, along the Mississippi Gulf Coast has been announced by the Louisville and Nashville Railroad. The improvements include bridges, the installation of signal lights and passing tracks between Mobile and New Orleans. The distribution of the improvements calls for a bridge at Rigollets, to cost approximately \$3,500,000, a bridge at Chef Menteur, costing \$2,540,000, installation of block signals from Mobile to New Orleans, \$600,000, and passing tracks between Mobile and New Orleans, \$300,000. —Chicago Daily News, January 6.

A New Record For Development.
A new record of development is expected for 1926 along the Mississippi Gulf Coast territory. Extensive development plans have been worked out and are being financed by the Mississippi Coast Club, an organization of business men from all the Mississippi Gulf Coast towns. —Memphis (Tenn.) Press, January 2.

Value of Coast Frontage Jumps.
Court transfer records of real estate sales in Harrison county, one of the three counties on the Mississippi Coast, show that the value of the county's front beach footage has jumped from \$5,227,000 in April to \$9,289,000 at the present time. This is based on the fact that the average transfer price a year ago was \$40 per foot, and at the present as high as \$300.—Covington (Ky.) Post, December 31.

Golfers Looking Southwest.
Chicago golfers are busy polishing their clubs and lying in a supply of little pellets that are to be knocked about the courses along the Mississippi Gulf Coast during the next three months. —Chicago (Ill.) Daily Journal, January 9.

Formerly Visited Florida—Now Mississippi Gulf Coast.

Information has been received at the Florida Chamber of Commerce of the arrival at Mississippi Gulf Coast of a number of winter visitors who formerly have come to

Florida.—Tampa (Fla.) Times, December 26.

Other Comments.

Summer colonies from Louisville, Nashville, New Orleans and Memphis are now supplemented, on the Mississippi Coast, by winter "cliques" from Chicago, Kansas City, Detroit, St. Louis, Cincinnati and Indianapolis. —Clinton (Ill.) Journal, December 25.

"The Mississippi Coast Club, next to the New Orleans Chamber of Commerce, is probably the largest commercial and industrial body on the Gulf Coast and represents commercial and industrial interests of the cities of Bay St. Louis, Pass Christian, Long Beach, Gulfport, Biloxi, Ocean Springs, Pascagoula and Moss Point. —United Press Association dispatch in the Macomb (Ill.) Journal, January 2.

STOP THAT BACKACHE!

Many Bay St. Louis Folks Have
Found the Way.

Is a dull, nerve-racking backache wearing you out? Do you feel older and slower than you should? Are you tired, weak and nervous; find it impossible to be happy or enjoy the good times around you? Then there's something wrong and likely it's your kidneys. Why not get it the cause? Use Doan's Pills—a stimulant diuretic to the kidneys. Your neighbors recommend Doan's. Read what this Bay St. Louis resident says:

Mrs. W. L. Bourgeois, Main street, says: "I used Doan's Pills when my back ached and my kidneys were disordered and acted irregularly. Doan's Pills cured me, as the trouble has not returned."

Mrs. Bourgeois is only one of many Bay St. Louis people who have gratefully endorsed Doan's Pills. If your back aches—if your kidneys bother you, don't simply ask for a kidney remedy—ask distinctly for DOAN'S PILLS, the same Mrs. Bourgeois had—the remedy backed by honest testimony. 60 cents at all dealers. Foster-Milburn Co., Mrs., Buffalo, N. Y. "When Your Back is Lame—Remember the Name."

**FOR ONLY
\$16.50**

You Can Buy a
6 Volt, 13 Plate
80 Ampere Hour

**Ford
BATTERY**
With Long Life
Capacity and
Starting Ability
A GOOD RADIO BATTERY.
EDWARDS BROS.

COL. GEORGE SOULE CLOSES LONG LIFE AT NEW ORLEANS.

Since 1856 He Had Conducted 'Big
Business College at New
Orleans.

Colonel George Soule, author, educator and soldier, died at his home in New Orleans Tuesday night.

Colonel Soule, who was 91 years old, has been active in the upbuilding of New Orleans institutions for more than half a century. He was born in Barrington, N. Y., May 14, 1834. He was educated in the east, specializing in mathematics and science. He went to New Orleans in 1856 and founded Soule's Business College, probably the oldest institution of its type in the South.

The professor volunteered in the Confederate Army during the first weeks of the war between the States, and was promoted to lieutenant-colonel of the Crescent Regiment.

He resumed his teaching at the close of the war. Soule's College has graduated thousands of students since that time.

Colonel Soule devoted many years of his life to the study of mathematics and was the author of "Philosophy of Practical Mathematics." A few years ago he completed a volume of his lectures on philosophy, logic, rhetoric, oratory and other subjects.

AN OLD FRIEND BACK WITH US

He Says "I Want Mul-En-Of
As Soon as I Can
Get It"

Just as an indication of how much Mul-En-Of means to those who use it we want you to read a letter from a man who used Mul-En-Of years ago and just learned that it was still on the market.

He writes us as follows:

"I see your ad in the Southwestern Christian Advocate of Mul-En-Of. I used it some time ago in the Delta, but lost sight of it since I've been in the Hills. Send me price list of your remedies please. I want the Mul-En-Of as soon as I can get it."

If you haven't ever tried Mul-En-Of, buy one bottle and use it with the understanding that if it isn't everything we claim for it your money will be cheerfully refunded.

Use Mul-En-Of for cuts, wounds, burns, sore throat, mouth wash, headache, muscular pains and cases of indigestion, colic or cramps. We are sure you will always keep a bottle of Mul-En-Of in your home if you once try it.

Mul-En-Of is sold by all druggists and general stores in 15c, 50c and 60c sizes. Buy a bottle today.

**ANTISEPTIC
MUL-EN-OF**

SALT MAKING WAS GULF COAST INDUSTRY.

Interesting Article on Industry That
Once Flourished Locally—How-
ever, Louisiana Salt Mines Over-
shadowed Its Success and Failed.

Few of those of the present generation are aware of the fact that the Mississippi Gulf Coast, before the Civil War, was the center of an important industry, that of making salt from the sea water, says a correspondent from Pass Christian. Eleven plants, old citizens assert, were operated on the Coast for many years.

The salt plants were located at different points on the beach, water being pumped from a quarter to a half mile at sea in order to avoid the possibility of contamination from the shore. The evaporation process was used in making salt. The water was boiled until all the liquid disappeared, leaving only salt.

A by-product, epsom salts, was secured in making table salt. This brought a small amount of additional revenue.

Territory north of the Gulf Coast for hundreds of miles in the interior was supplied by these salt plants. There being no railroads in those days, the salt was transported through the country with mule and ox teams.

During the Civil War period, country people as far north as Central and North Mississippi sent their teams to the Gulf Coast, loaded with products, that were exchanged for salt. No money being available, corn, potatoes, peas, eggs, poultry, horehound meats, etc., were exchanged for salt.

Mississippi Coast salt factories flourished until the discovery of the great salt mines in Louisiana. Development of the Louisiana mines put the Mississippi salt plants out of business.

Old-timers say the salt made on the Gulf Coast from sea water was of a high grade, but the cost of making it was so great that the Coast factories could not compete with the Louisiana mines.

CHANCERY SUMMONS No. 2805.

The State of Mississippi.
To New Orleans, Texas and Mexico
Railway Company.

You are summoned to appear before the Chancery Court of Hancock County, in said State, at the office of said Court, to be held at the office of the Clerk of said Court, on Monday, March 1, 1926, to defend the suit No. 2805 in said court of George Daugherty, and to answer original and amended bill of complaint in said cause, wherein you are defendant.

This the 23rd day of January, A. D. 1926.

A. A. KERGOSEN, Clerk.
By A. G. FAYRE, D. C.

EXECUTOR'S NOTICE.

To the Creditors of the Estate of Rev. P. J. Kornstien, Deceased.
Notice is hereby given to the Estate of Rev. P. J. Kornstien, Deceased, having been granted by the Chancery Court of Hancock County, Mississippi, on January 12, 1926, by the Chancery Court of Hancock County, Mississippi, to have the same probated, registered and allowed by the said Court, within six months from this date, and failure to do so, within said period, will forfeit all claim of said estate.

JOHN M. BRENDENBAST, Executor.
Bay St. Louis, Miss., Dec. 11, 1925.

SUB-DIVISION OF LAND POPU- LAR.

Bay St. Louis and Vicinity Soon To
Have This Plan of Selling—Other
Towns Along Coast Show Unusual
Activity Along This Line.

Recent inquiry to this office is to the effect what sub-divisions of late have been created in Bay St. Louis and Waveland. For the present there are no new sub-divisions of any pretensions, like on the other side of the Bay waters, but outside interests, especially from New Orleans, are looking this way with more than ordinary interest. The Echo has inquired for land for this purpose, and the parties are planning to put on big when they do come in. Such interests here are in the embryo, but not without prospects. Realtors have been so busy on the other side they have as yet failed to embrace the opportunities which lie dormant here—for the present, at least.

In this connection it is interesting to note the number of formal developments of this kind along the Coast line. Filled for record over Harrison county at the courthouse are these. The list and names read like Florida development news. There is no quicker agency to development than the sub-division plan. It is popular and supplies a means where many families might come, buy and build and locate permanently. The man of moderate means is not inclined to take on anything too burdensome.

Biloxi District—Iberville Place Robinson, Goodman Sub-division, Gulf Shore Manor, Magnolia Heights, Pinghurst, Bay Terrace, Pine Crest, Buena Vista Heights, Unger Sub-division and Cozy Homes Sub-division. Gulfport District—West Gulfport Acres, Broadmoor Place, Gulf Gardens, Fairway Addition, Sunnyland Place and Russell's Sub-division. Pass Christian District—Beach Hurst, Dr. A. R. Robertson's Sub-division (formerly Tibbler property), White Harbor Heights, East Shore Addition, Bayouland Sub-division. Long Beach District—Deerman's Sub-division, Martin's Sub-division, Seaside Farms, Belmont Sub-division and Trautman Sub-division.

A home on the Mississippi Gulf Coast will not only pay handsome dividends in health, contentment and lasting pleasure, but will yield additional value in years to come. Property values are trebling in value. The comparative trifle paid today for a home will be worth a comparative fortune tomorrow.

NOTICE TO BIDDERS.

Sealed bids will be received by the Board of Supervisors of Hancock County, at the office of the Clerk of said Board, not later than 11 o'clock A. M. on

MONDAY, FEBRUARY 1, 1926, for covering Old Spanish Trail that lies within the city limits of the City of Bay St. Louis, that is from the end of Citizen Street to Main street, as per plan and specifications on file in the Clerk's office.

Each bid to be accompanied by cash or certified check in the sum of \$100.00. The successful bidder shall furnish bond in the manner provided for by law. The Board reserves the right to reject any and all bids.

This the 23rd day of January, A. D. 1926.

A. A. KERGOSEN, Clerk.
By A. G. FAYRE, D. C.

BILOXI BACK BAY BRIDGE.

Concrete Bridge on East End of Gulf
Coast Already Shows Spans Com-
pleted—Planned To Be Finished
and in Use by September.

The concrete bridge being built across the Back Bay of Biloxi by A. M. Blodgett & Co., is beginning to show how it will look when completed. Seven spans are finished and six more are expected to be finished and poured concrete by the end of the month. "While the advancement of the bridge up to this time is not up to my expectations, yet with the work nearing deep water, the floatation equipment to be used and the bridge will be completed, and ready for traffic by September," said Mr. Blodgett.

"It has been a hard project to get material for construction in the shallow water. It caused delay in the work. Two pile-drivers and eight barges are now being used in the deep water and rapid progress is expected to be made. The span where

the draw will turn will be put in place in the latter part of this month."

When this bridge is completed it will not only be the best of its kind on the Coast, but will be as good as any in the country. It will be a great item in the progress of the Mississippi Coast.

With the number of improvements in actual process and others projected and contemplated, it is no wonder that the Mississippi Gulf Coast is attracting wide-spread attention. At no time in the history of the Coast has such activity prevailed, and practically as yet the surface has hardly been scratched. The immediate future is indeed promising and rich in results.

King Alfonso of Spain has declared himself to be in favor of women's suffrage.

A man's strongest friend is usually his pipe.

**If A
Railroad Prospers
It Is Because It Has Helped
Its Territory To Prosper**

This bulletin is quoted practically verbatim from a recent advertisement published by the Western Electric Company. It is built around facts and tells its message in a way which should interest you:

"Railroad ties! Stretching far and wide, they help to tie the nation in closer bonds.

Florida gets its daily bread from Western wheat fields; Oregon woodmen keep warm with Massachusetts woolens, and Southern cotton—delivered by rail; the Iowa wheat belt seeks shelter under Oregon and Alabama lumber—brought across the country by rail; the Maine trapper sweetens his coffee with Louisiana sugar—transported by rail; the smokers of the nation fill their pipes with Kentucky and Tennessee-grown tobacco—transported by rail.

This is more than a job of fetching and carrying. It is a process that changes sectional wealth into national welfare. It is a work that intimately links the well-being of the people with the well-being of the railroads—for if a railroad prospers it is because that railroad has helped its territory to prosper.

Observe how this works out. The railroad in good financial condition is able to attract capital for improving its facilities. Then more freight can be handled, and more passengers can be carried. Business in general speeds up. Everybody benefits. For adequate transportation is essential to national prosperity.

It comes down to this. Now that many of the roads are beginning to earn a fair return, let us recognize that this is a good thing for the nation at large, because their financial soundness will enable them to render a satisfactory service today and to build for our growing transportation needs of tomorrow."

It is an interesting and significant fact that the territory served by the "Old Reliable" Louisville and Nashville Railroad has continued to grow steadily and substantially during the past half century. This railroad's freight and passenger service, and in addition, its constantly adding to the welfare of the community by special advertising in newspapers, magazines, farm journals, and in the daily press, is a constant reminder of the advantages of the territory it serves.

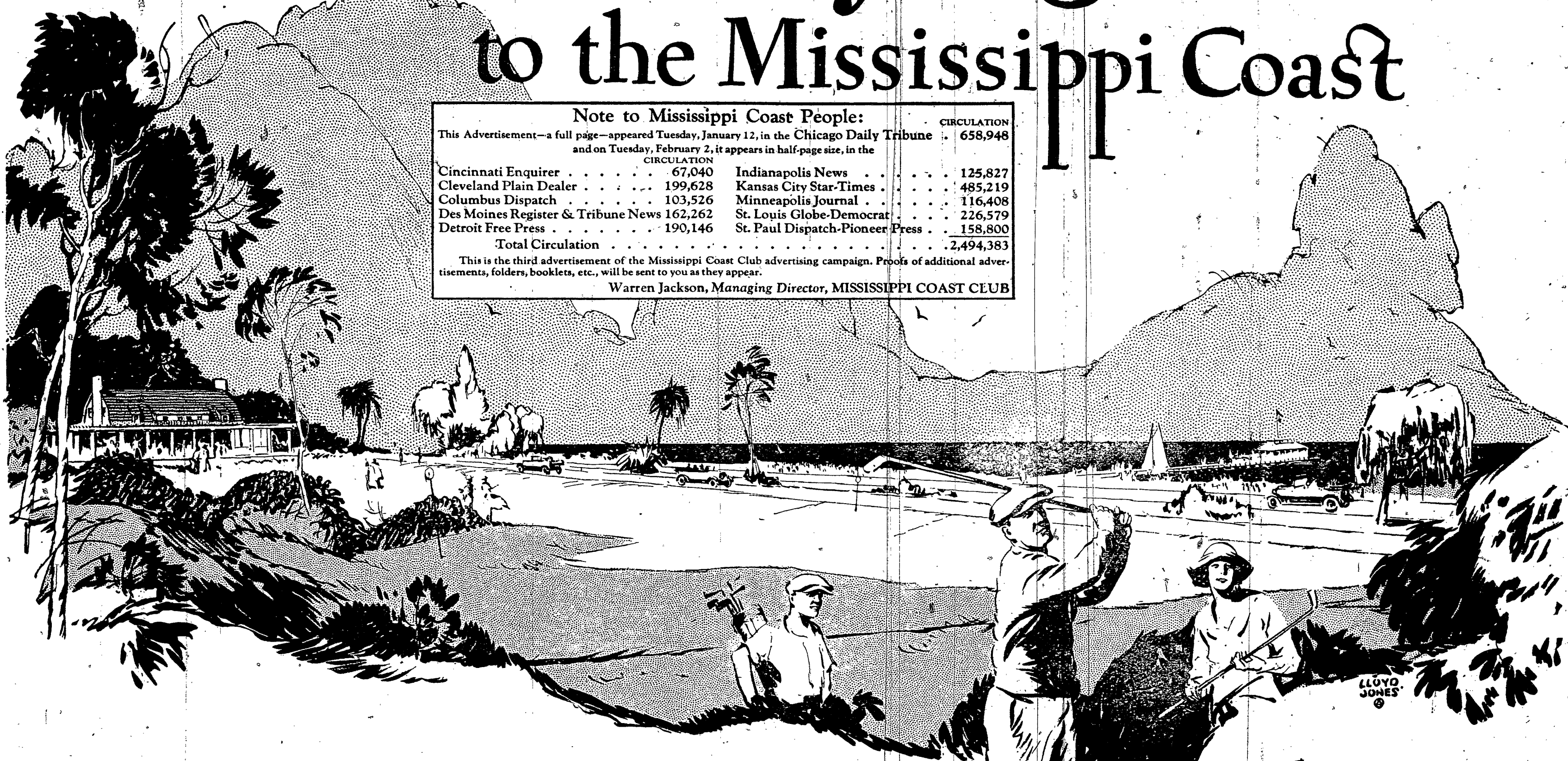
THE OLD RELIABLE
L & N
LOUISVILLE & NASHVILLE R.R.

Now—only 23 hours to the Mississippi Coast

Note to Mississippi Coast People:
This Advertisement—a full page—appeared Tuesday, January 12, in the Chicago Daily Tribune and on Tuesday, February 2, it appears in half-page size, in the

CIRCULATION		CIRCULATION	
Cincinnati Enquirer	67,040	Indianapolis News	125,827
Cleveland Plain Dealer	199,628	Kansas City Star-Times	485,219
Columbus Dispatch	103,526	Minneapolis Journal	116,408
Des Moines Register & Tribune News 162,262		St. Louis Globe-Democrat	226,579
Detroit Free Press	190,146	St. Paul Dispatch-Pioneer Press	158,800
Total Circulation	2,494,383		

This is the third advertisement of the Mississippi Coast Club advertising campaign. Proofs of additional advertisements, folders, booklets, etc., will be sent to you as they appear.
Warren Jackson, Managing Director, MISSISSIPPI COAST CLUB



Famous Winter Playground of the Old South

Golf tomorrow afternoon! Drive off the first tee beneath the deep green foliage of magnificent live oaks and magnolias. Breathe deep of the mild health-giving air tempered by breezes from the warm Gulf of Mexico.

Tomorrow afternoon you can be enjoying life on the beautiful Mississippi Gulf Coast, the romantic winter playground of the Old South, where every month is spring-time—now only 23 hours from Chicago.

Twelve Months' Season

Year-Round Golfing, Fishing, Boating, Hunting

On the Mississippi Gulf Coast the season lasts throughout the entire year. More and more Northerners, attracted by its accessibility to the Northern Middle West, are coming here to escape the rigorous winter. Families from many Southern cities move to their homes along the Coast to enjoy the mild Gulf breezes during the summer-time.

On this beautiful stretch of Southern shore you will be able to take part in your favorite sport every month in the year. Excellent golf courses await you.

Fishing is superb, both in the Gulf and the fresh water streams along the Coast.

In the woods and bayous, just back of the shore, wild fowl and game are plentiful.

Rapid Development Has Already Attracted Important Northern Capital

Because of its growing popularity as an all-year playground, because of its splendid natural wealth, its advancing agriculture, its thriving ocean commerce, its lumbering and fishing industries, the Mississippi Gulf Coast is being developed by conservative capitalists from the North as well as the South.

The Illinois Central has purchased the Gulf and Ship Island Railway, giving direct fast service from Chicago. The Louisville and Nashville and C. & E. I. Railways have increased their service from Middle Western Cities. The owners of the Edgewater Beach Hotel of Chicago are building the \$2,500,000 Edgewater Gulf Hotel. The Samuel Insull public utility interests have taken over the Southwestern Gas and Electric Company and are improving their facilities. The Mississippi Power Company is extending its electric light and power, bus and interurban service.

Tourists and Winter Resorters, Hotel Interests and Builders, Investors and Merchants, Conventions —

An Invitation:

The Mississippi Coast Club, an organization representing all the business and civic interests of the Coast, extends its invitation to all who will join in the permanent development of this rapidly growing country.

More hotels are needed now. Builders are needed to erect apartment buildings and homes, new garages are in demand. Restaurants and cafeterias,

more stores of every sort, which will carry the best of merchandise, are needed now in the Mississippi Coast towns.

Investors and business men who catch the vision of the Coast's permanent development—as large investors have already done—will profit increasingly as the Mississippi Gulf Coast grows in wealth and in population.

Ask the Mississippi Coast Club for detailed information about the Mississippi Coast as a place for your home, your business, or your investments. The coupon below will bring you the information you desire.

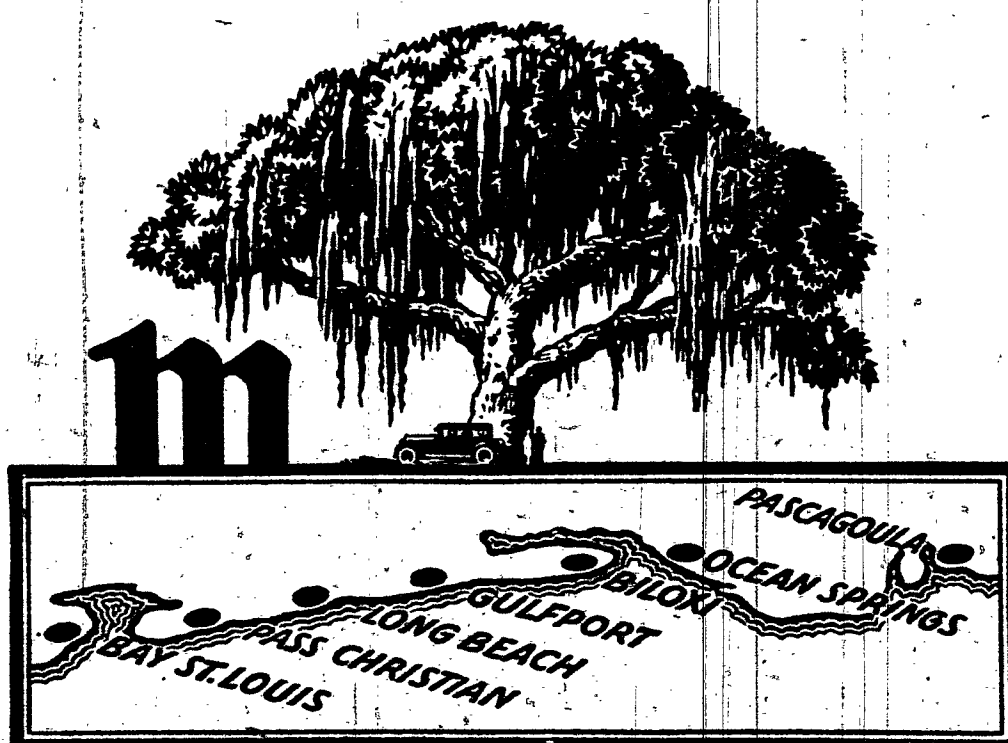
At the Southern Doorway to the Middle West

Recent extension of Illinois Central direct service has made it possible for you to golf tomorrow afternoon on the famous Mississippi Gulf Coast—now only 23 hours from Chicago. Better transportation, the key to great development is established. Private and public capital is building wealth. Opportunity for profit now is unsurpassed, less than a day from Chicago.

And From Other Northern Cities

(Total elapsed time)

Cincinnati	23 hours	Indianapolis	24 hours
Cleveland	32 hours	Kansas City	27 hours
Columbus	28 hours	Minneapolis	37 hours
Des Moines	37 hours	Omaha	36 hours
Detroit	31 hours	St. Louis	19 hours
		St. Paul	36 hours



Mississippi Coast Club

To promote the welfare of the Mississippi Gulf Coast

Warren Jackson, Managing Director
MISSISSIPPI COAST CLUB
Biloxi and Gulfport, Mississippi

Please send me information about the Mississippi Gulf Coast ☐ Living Accommodations
☐ Business Opportunities ☐ Investments ☐ Recreation ☐ Sports and Recreation

Name _____
Address _____
Business _____

Political Announcements

FOR MAYOR.

The Sea Coast Echo is authorized to announce

WM. C. SICK

a candidate for the office of Mayor of Bay St. Louis, subject to the action of the Democratic primary.

H. C. GLOVER

a candidate for the office of Mayor, subject to the action of the Democratic primaries.

G. Y. BLAIZE

a candidate for re-election to the office of Mayor, City of Bay St. Louis, subject to the action of the Democratic primary.

FOR CITY MARSHAL.

The Sea Coast Echo is authorized to announce

ROBERT E. MAYNARD

a candidate for the office of City Marshal, subject to the action of the Democratic primary election.

PETER RAMOND

a candidate for the office of City Marshal, subject to the action of the Democratic primary election.

ALBERT JONES

a candidate for the office of City Marshal, subject to the action of the Democratic primary election.

JOHN O'NEIL

a candidate for the office of City Marshal, subject to the action of the Democratic primaries.

FOR STREET COMMISSIONER.

The Sea Coast Echo is authorized to announce

FRED BANDERET, SR.

a candidate for the office of Street Commissioner, subject to the action of the Democratic primary.

ALBERT J. FAYRE

a candidate for the office of Street Commissioner, subject to the action of the Democratic primaries.

AUGUST TACONI

a candidate for re-election to the office of Street Commissioner, subject to the action of the Democratic primaries.

EDAN J. ZIEGLER

a candidate for the office of Street Commissioner, subject to the action of the Democratic primaries.

FOR ASSESSOR AND TAX COLLECTOR.

The Sea Coast Echo is authorized to announce

MERRAY T. BANGARD

a candidate for the office of City Assessor and Tax Collector, subject to the action of the Democratic primary.

FERDINAND H. EGLOFF

a candidate for the office of City Assessor and Tax Collector, subject to the action of the Democratic primary.

FOR CITY AUDITOR AND SECRETARY.

The Sea Coast Echo is authorized to announce

THOMAS J. CONWAY

a candidate for the office of City Auditor and Secretary, subject to the action of the Democratic primary.

SYLVAN J. LADNER

a candidate for the office of City Auditor and Secretary, subject to the action of the Democratic primary.

FOR ALDERMAN—WARD 1.

The Sea Coast Echo is authorized to announce

CHARLES TRAUB, SR.

a candidate for the office of Alderman, Ward 1, subject to the action of the Democratic primary.

GEORGE J. TOCA

a candidate for the office of Alderman, Ward 1, subject to the action of the Democratic primaries.

FOR ALDERMAN—WARD 2.

The Sea Coast Echo is authorized to announce

JAMES MARTI

a candidate for the office of Alderman, Ward 2, subject to the action of the Democratic primary.

R. S. BLAIZE

a candidate for re-election to the office of Alderman, Ward 2, subject to the action of the Democratic primaries.

NOTICE TO BIDDERS.

CITY LIGHT CONTRACT.

Sealed bids will be received by the Board of Mayor and Aldermen of the City of Bay St. Louis, Mississippi, until Saturday, February 6th, 1926, at 10 o'clock p. m., for furnishing any number of lamps and globes as required by the City of Bay St. Louis, Mississippi, as shall be directed from time to time by the Board of Mayor and Aldermen, for street lights. The bidder to designate candle power and character of globes, from 25 candle power up, and globes 40 Watts Tungsten or superior needed. This includes secondary lighting system for residences also, providing it is not burdensome to the bidder, in the lines as now established. The bidder to furnish globes, material and all other appliances necessary for said lights. Bidder specifying deductions or allowances when lights shall be out or not lighted at any time. To light up the City of Bay St. Louis within the limits as now lighted and in all parts within the limits as may be required from time to time by the Board of Mayor and Aldermen, with prices and rates for new lights where extensions are needed in the line as now established. The prices and rates bid as above set out for a period of two years from January 1st, 1926. Bids to include the prices and rates for lights for the City Hall and for all lights now used and to be added, including sign at depot and city clock. The successful bidder is expected to furnish a good sized team and a competent driver to perform the contract entered into in the sum of \$5,000.00. The City reserves the right to reject any and all bids.

Bay St. Louis, Miss., January 2, 1926.

SYLVAN J. LADNER, Secretary.

CHANCERY SUMMONS No. 2854.

The State of Mississippi,
To Edward DeWille, it is alive, and if dead, his unknown heirs at law and legatees; to Gaston DeWille, if alive, and if dead, his unknown heirs at law and legatees; and any and all persons having or claiming any right, title or interest in and to the following described land, to-wit: being in the First Ward of the City of Bay St. Louis, Hancock County, Mississippi:
The west 150 feet of Lot 527, of the First Ward of the City of Bay St. Louis, as per the Drake Map or plat of said city, made by E. S. Drake, C. E., and filed in the office of the Clerk of the Chancery Court of Hancock County, on May 1st, 1923.
You are commanded to appear before the Chancery Court of the County of Hancock, in said State, on the 2nd Monday of February, A. D. 1926, to defend the suit in said court of R. L. Gentry, et al., vs. E. S. Drake, C. E., and to defend the suit for the reasons, wherein you are a defendant.
This the 18th day of December, A. D. 1925.
(Seal)
A. A. KERGOSSIN, Clerk.
By A. G. FAYRE, D. C.

CHANCERY SUMMONS.

The State of Mississippi,
To Frank Sigmond,
You are summoned to appear before the Chancery Court of the County of Hancock, in said State, on the 4th Monday of April, A. D. 1926, to defend the suit in said court, of Edwena Stevens, et al., vs. Frank Sigmond, wherein you are a defendant.
This the 8th day of January, A. D. 1926.
(Seal)
A. A. KERGOSSIN, Clerk.
By A. G. FAYRE, D. C.

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This the 8th day of January, A. D. 1926.
(Seal)
A. A. KERGOSSIN, Clerk.
By A. G. FAYRE, D. C.

WORK AND PLAY

AT S. J. A.

Unique Party.

Leona Gilbert entertained the convent girls Tuesday with a delightful birthday party. The dining room was artistically decorated as usual, and the fair hostess wore the season's most attractive creation. Miss Gilbert herself was gowned in a very new and chic costume of blue. Considering the number of similar gowns that were worn with all the accessories to match, we can easily see that this odd shade of blue is the spring's forecast in color.

The afternoon began with selections from the convent radio (alias victrola), but on account of so much static we could not succeed in procuring the best numbers, so the music for the remainder of the evening was furnished by the S. J. C. Collegians (?). For several reasons the party drew to a sudden close, but not too soon to see that all had had a most exciting time. Convent thrills were heard throughout the entire evening.

In the Sweet Bye and Bye.

The Gold Jays have been practicing hard these past few weeks, because they are expecting to play New Orleans real soon. They intend putting up a stiff fight. So, Speeders, be assured you're going to be up against a team fighting hard and unceasingly for victory.

Nicknames.

Steamboat Sal, Pun, Sunshine, Old Ironsides, Nightmare, Funny Face, Country Kid.

Surprising Facts.

Eryn's class pin is gone. Bessie thinks there's nothing like a Naval Academy. Evelyn can get inspirations for writing poetry on only one theme. Melva is all elated over the Senior class will.

Leona feels it her duty to be recorder as well as announcer. Caroline has given up claim to her old "pride and joy."

Leona has not had many nightmares lately.

Verna hasn't walked in her sleep for a good while.

Vivian has a personal secretary.

Mary considers O'Henry's her specialty.

Alice enjoys the Bay Hi games.

A sudden change has come over Theresa.

The S. J. C. Jazz Band furnished the music for Leona's party. (???)

The first act to Boarders' Program started on time Tuesday night, 7:30.

Roll of Honor.

Seniors: Bessie Batson, Alice Blaize, Mary Scafide, Caroline Lofan, Kitty O'Leary.

Juniors: Albert Beyer, Eryn Saucier, Golden Brown, Victoria Garpie, Mary Bourgeois.

Sophomores: Dixie Dodge, Lois Hobbs, Leona Gilbert, Ellen Sullivan, Marie Accardo.

Freshmen: Verna Batson, Hazel Kergosin, Clothilde Monti, Lois de Armas, Lucille de Armas, Ita Mae Allingham, Jennie Benedetto, Marion Saucier.

Eighth Grade: Vivian Egloff, Celine Carver, Anna Mae Blaize, Geraldine Farbridge, Imelda Ramond, Elizabeth Crawford, Marion Heitzmann, Dorothy Hubbard, Mary Benedetto, Juanita Jayard, Elsie Mae Smith, Edith Ballard, Edith Ansley.

Seventh Grade: Grace Rouse, Suzanne Starlipper, Julie Bouvier, Adella Gabriel, Carrie Schiro, Ethel Graham, Eloise Quintini, Joan Mauffrey, Marie Quintini.

Sixth Grade: Effie Power, Alice Lee Byrnes, Grace Redding, Marjorie Banderet, Yvonne Strong, Catherine Redding, Nicollette Angelo, Catherine Servenutte, Mildred Schindeldaker, Mary Durham, Vivian Heitzmann, Nola Lizana, Antoinette Partidge, Elsie Lizana, Ruth Ballard, Anita Starlipper, Alice Feeney, Margaret Larose, Yvonne Lacoste, Helen Wolfe, Grace Redding, Valmae Ma-

Fifth Grade: Joyce Wolfe, Muriel Storge, Mildred Lincoln, Alexandra Babrie, Gerlie Mitchell, Geneva Ruchere.

NOTICE TO BIDDERS.

Sealed bids will be received by the Board of Mayor and Aldermen of the City of Bay St. Louis, at the City Hall, until 6 o'clock P. M., February 6th, 1926, for building ten sand catchers, as per plans and specifications on file at the City Hall.

The Board reserves the right to reject any and all bids.

January 2, 1926.

NOTICE TO BIDDERS.

Sealed bids will be received by the Board of Mayor and Aldermen of the City of Bay St. Louis, at the City Hall, until 6 o'clock P. M., February 6th, 1926, for furnishing the City with gasoline and lubricating oil of different grades for city truck and tractor, up to April 1st, 1926.

The Board reserves the right to reject any and all bids.

January 2, 1926.

NOTICE TO BIDDERS.

Sealed bids will be received by the Board of Mayor and Aldermen of the City of Bay St. Louis, at the City Hall, until 6 o'clock P. M., February 6th, 1926, for building bridges on road from Caesar's Lake at or near James Rester's, to County Line at or near James Rester's, per plans and specifications on file in the Clerk's office.

Each bid to be accompanied by cashier's or certified check in the sum of \$500.00.

The successful bidder shall furnish bond in the manner provided for by law.

This the 8th day of January, A. D. 1926.

By A. A. KERGOSSIN, Clerk.

By A. G. FAYRE, D. C.

NOTICE TO BIDDERS.

Sealed bids will be received by the Clerk of the Board of Supervisors of Hancock County, at the office of the Clerk of said Board, not later than 11 o'clock A. M., on Monday, February 8th, 1926,

for building road from Caesar's Lake at or near James Rester's, to County Line at or near James Rester's, per plans and specifications on file in the Clerk's office.

Each bid to be accompanied by cashier's or certified check in the sum of \$100.00.

The successful bidder shall furnish bond in the manner provided for by law.

This the 8th day of January, A. D. 1926.

By A. A. KERGOSSIN, Clerk.

By A. G. FAYRE, D. C.

NOTICE TO BIDDERS.

Sealed bids will be received by the Board of Mayor and Aldermen of the City of Bay St. Louis, at the City Hall, until 6 o'clock P. M., February 6th, 1926, for water-driven centrifugal pump for the pumping system of the City of Bay St. Louis, at the City Hall, bids to be filed with the Secretary.

The Board reserves the right to reject any and all bids.

January 2, 1926.

NOTICE TO BIDDERS.

Sealed bids will be received by the Board of Mayor and Aldermen of the City of Bay St. Louis, at the City Hall, until 6 o'clock P. M., February 6th, 1926, for furnishing to Hancock County, one desk for court room, as per plans and specifications on file in the Clerk's office.

The Board reserves the right to reject any and all bids.

This the 8th day of January, A. D. 1926.

NOTICE TO BIDDERS.

Sealed bids will be received by the Board of Mayor and Aldermen of the City of Bay St. Louis, at the City Hall, until 6 o'clock P. M., February 6th, 1926, for furnishing to Hancock County, one desk for court room, as per plans and specifications on file in the Clerk's office.

MISSISSIPPI GULF COAST GROWING INTO REAL RIVIERA.

(Continued from Page One.)

tion best, and recognized the first indications of advance. And though millions of capital are now coming in to give impetus to improvement and destiny, local capital began the movement and still is active in extensive investment.

The Gulf Coast development gives to the new world something of which it has long stood in need. According to the plans of every individual and syndicate owning water front tracts of any considerable size, the beach frontage is to be given solely to the highest type of residential development. There will be no shacks, or forty-foot lots with a camp or tent on them. The idea is to conform to the name that public opinion has given to the Gulf Coast, the American Riviera.

If it can possibly be accomplished, and it looks at present as if it could, there will be 150 miles of fine winter homes, broken here and there by clubs, golf courses, hotels and towns where the residents may shop. The idea is magnificent estates, with beach or bayou frontage ranging from four hundred feet up. The beaches will be graded where needed and kept clear. All private rights will be encouraged and the strictest kind of reservations imposed.

America has fine summer resorts, Bar Harbor and Southampton, but fewer fine winter resorts. A certain class of Americans has made the Italian, French and Spanish Riviera their winter playground for years, but that era is coming to its close. An American Riviera is in existence and New Orleans is the Nice of the New World.

For those who will make their winter homes on the Gulf Coast or stay at the score of fine hotels either completed or in the course of construction, there is every advantage. They are within distance of their Northern homes. They have privacy of the most desirable kind. In planning their estates they have virgin soil at their disposal to shape to every whim and fancy. They have the finest climate in the world, warm and sunny in winter, and a constant water-cooled breeze from over the Gulf in summer. The fishing and hunting are ideal. The numerous small rivers and winding bayous offer snug harbors for pleasure craft, with a hundred interesting spots within easy cruising distance. Scattered along the whole stretch, which knowing prophets say will eventually turn the entire distance from New Orleans to Pensacola, Fla., into one giant resort, will be dozens of attractions for the sportsman.

Several golf links are now being laid out by experts. Tennis courts, fishing, hunting and boating clubs are being planned. At one place the developers are laying out a model polo field and planning to import a pack of hounds and form a hunt club.

The Legislatures of Louisiana, Mississippi and Alabama are co-operating to their utmost in helping these gigantic developments. Hotels are tax exempt in Mississippi. The legislature of the first type of concrete highway system linking up the whole Coast with New Orleans and the North. The Ocean Springs-Biloxi bridge is now under construction and before long work will be started on the Pass Christian-Bay St. Louis bridge.

The towns and cities along the Coast are growing rapidly and developing a metropolitan air. Gulfport will soon boast of a seven-story bank building. This winter, we are developing a hotel accommodations all along the Coast have been taxed to the utmost to handle the influx of visitors. The Buena Vista Hotel at Biloxi is building a 150-room annex.

With the good roads and improved train service the resorts are brought near enough to New Orleans so that the residents and visitors can conveniently shop in the Crescent City and enjoy its many other attractions. The increase in property values along the Coast since the Interstate Commerce Commission ratified the purchase of the Gulf & Ship Island by the Illinois Central last June has been unprecedented. In the intervening six months beach front values have increased from an average of \$40 a front foot, about 750 per cent. Property in the towns and on the land lying off the beach, river or bayou fronts has increased about 500 per cent in the same length of time.

The interior land is not going to be neglected. Mississippi in particular is going forward in great strides in looking out for the interests of agriculture and the farmers. Hundreds of thousands of acres of fine farm land, particularly suited to the raising of truck, which, under the fast train schedules, will find a ready market and bring fancy prices in the Northern markets, are being reserved for colonization. Mississippi's investment loan act, that will make it possible for the farmer to obtain capital for necessary improvements or innovations.

The eyes of the nation are pointed to the Gulf Coast and the foreboding of the migration are already here. The American Riviera is coming into its own.

A. & G. THEATRE PROGRAM.

Attractions To Be Shown Next Week.

SATURDAY, JANUARY 30:
Constance Bennett and Owen Moore in "The Code of the West," a Zane Grey story.

MONDAY, FEBRUARY 1:
Beverly Bayne and Elliot Dexter in "The Age of Innocence."

TUESDAY, FEBRUARY 2:
Alice Joyce and Neil Hamilton in "The Little French Girl."

WEDNESDAY, FEBRUARY 3:
George O'Brien and Dorothy Mackall in "The Man Who Came Back," a Fox Super-Special.

THURSDAY, FEBRUARY 4:
Corinne Griffith in "Declasse."

FRIDAY, FEBRUARY 5:
"A Western Wallow."

SATURDAY, FEBRUARY 6:
A good feature.

Matinee every Saturday at 2 o'clock.

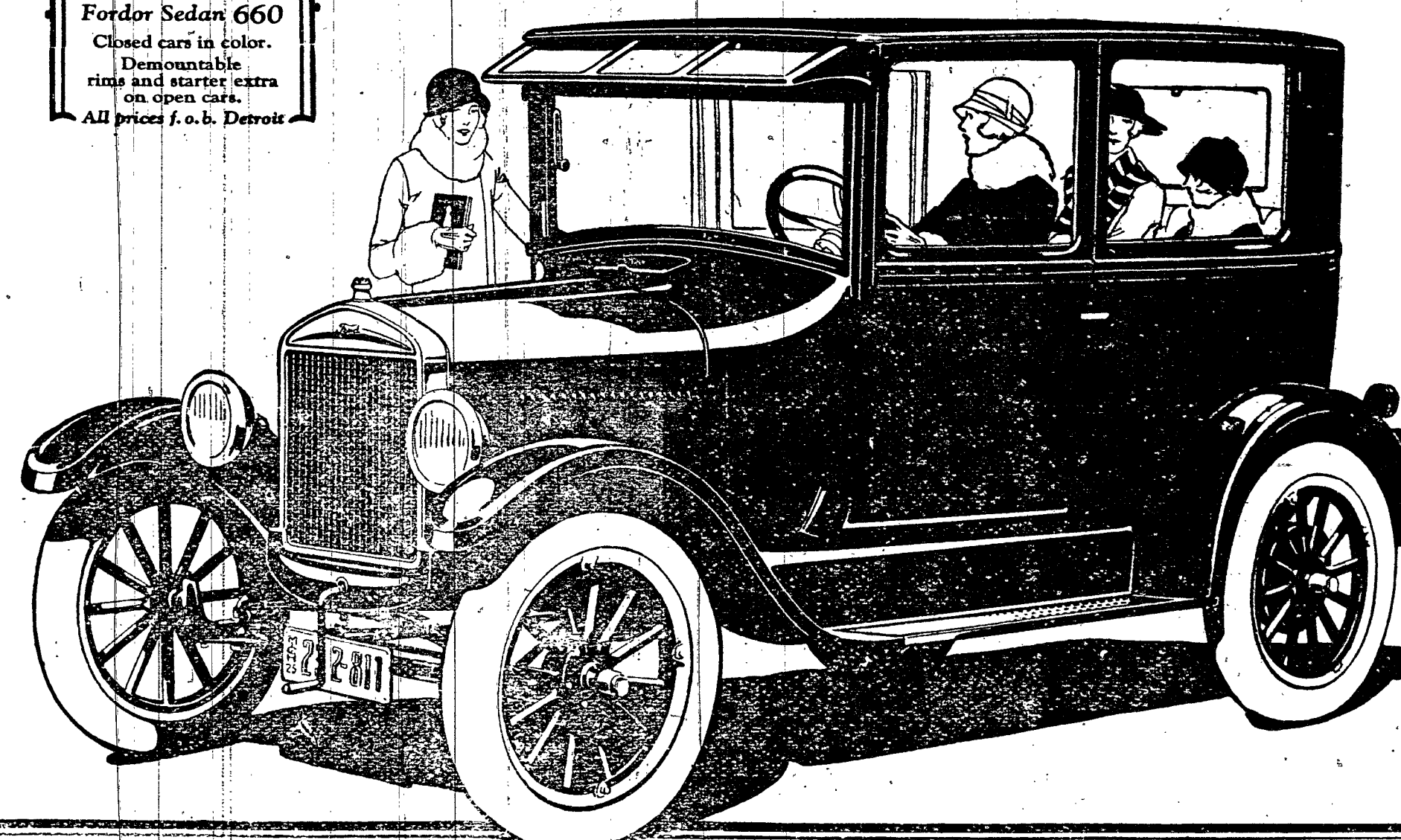
TUDOR SEDAN

\$580

F. O. B. Detroit

Runabout	\$260
Touring	290
Coupe	520
Fordor Sedan 660	

Closed cars in color.
Demonstrable
ride and steering extra
on open cars.
All prices f. o. b. Detroit



The Ford Tudor Sedan, with all-steel body, is an ideal family car. Anyone can learn to drive it. Seats five passengers in comfort. The nearest authorized Ford Dealer will gladly explain the easy terms on which this good-looking Sedan may be purchased.

Ford Motor Company
Detroit, Mich.

ECHOES FROM "ST. STANISLAUS."

—Stop Loyola!

Lose Two to Loyola.

Saturday evening our team left for New Orleans for a two-game series of basketball with the famous Loyola Frosh. But the world goes, the unexpected happened, and Loyola won both games. However, the scores, 38-26 and 39-23, do not indicate the game fight that the Rock-A-Chaws put up. It was only by the super shooting of Drouillard, the giant Loyola center, that the Wolves were able to conquer the Red Devils.

But the Rocks are determined to defeat the Wolves when they play here on February 5th and 7th. Everyone should see these games, for I can assure you that you will not see any better games on the home court this season.

—Stop Loyola!

125 and 135 Split Twin Bill.

Sunday evening the 125 pound team defeated the Harvard A. C. from New Orleans by the score of 16 to 7. The game was real good, but the home boys were just too classy for the visitors. Each team had good passwork, but the Harvard team were poor shots. The playing of each team was handicapped by the extremely cold weather. The gym was pretty cold for the boys in such scanty attire.

Thompson and Kennison played best for the 125, and Joseph and Nagel played best for the visitors.

—Stop Loyola!

The best game of the evening was when the 135 dropped a close game to the K. C. Jrs., by the close score of 28 to 21. The game was real fast all the way through, with the K. C.'s having the upper hand. But about three minutes before the game ended the Baby Rocks staged a whirlwind comeback and it looked for a while that the K. C.'s were kind of worried. But the lead was too great to overcome, and the game ended with the 135 beaten, but they went down fighting. The shooting of Dan-vill and Wanda, and the guarding of Breignac were best for Stanislaus, while Morphin and Tournillon played best for the K. C.'s.

—Stop Loyola!

Busy Week at Stanislaus.

The score stood 4-4 at the end of nine minutes of play. All four points of the visitors came via the free throw line. At the end of the half the score stood 16-7 in favor of our Varsity; L. S. U. was able to score but one field during the first half.

As the players left the gym Mr. Harry Saucier walked out upon the floor. After claiming the attention of the crowd (some thought, here goes an election spiel), he talked of Chicago, the visit of our team to Chicago, its reception while there, and to behold! Harry introduced to the crowd the man responsible for our receiving the Beodicker Cup, the man who supplied all the wants of the team—Mr. Jack Dempsey, a prominent Chicago lawyer and athletic director of Loyola tournaments.

Mr. Dempsey in a few words told the people and the boys how proud he felt to be here in Bay St. Louis—how proud he was to meet the Brothers who had trained such boys, and hoped that the good people of Bay St. Louis would again send their team to Chicago.

The second half of the L. S. U. game brought out more and more the superiority of the Stanislaus squad, the game ending 38-19, with Stanislaus holding the long end of the score.

—Stop Loyola!

Stop Loyola! They will be here for a visit in our midst the 6th and 7th.

—Stop Loyola!

The Junior Leagues are going great. Plenty of basketball talent is progressing right under our eyes. In the first League the Trouts are

of hotel. Question is: Where was he going?

—Stop Loyola!

We Wonder Why.

Strawberry is called "Society King."

"Buck Martin is called 'Dirty.' Saucier dresses up so much lately. Blenk has been shickling lately. Seuzeneau is called 'Toops.'"

The Jazz Band was so excited Monday evening.

Pete Monteleone is glad that he has a cold.

G. Y. was late for the train Sunday night.

Strawberry sat up in front in the show Saturday night.

Warner wears a ring from Brookhaven.

